



Video Alert: Updated 2016 Direct-to-Consumer Awareness Campaign Available for LINZESS® (linaclotide)

CAMBRIDGE, Mass.--(BUSINESS WIRE)-- [Ironwood Pharmaceuticals, Inc.](http://www.ironwoodpharma.com) announced today the launch of an updated 2016 direct-to-consumer (DTC) awareness campaign for LINZESS® (linaclotide). Please see full Prescribing Information including Boxed Warning at http://www.frx.com/pi/linzess_pi.pdf. The company has made the television advertisement available on Business Wire's website and YouTube channel. More information about LINZESS is available at www.linzess.com and on this [YouTube channel](#).

This Smart News Release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20160229006663/en/>

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Ironwood Pharmaceuticals, Inc.

Media Relations:

Trista Morrison, 617-374-5095

tmorrison@ironwoodpharma.com

or

Investor Relations:

Meredith Kaya, 617-374-5082

mkaya@ironwoodpharma.com

Source: Ironwood Pharmaceuticals, Inc.

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